THE BIG B

BONANZA AIR LINES

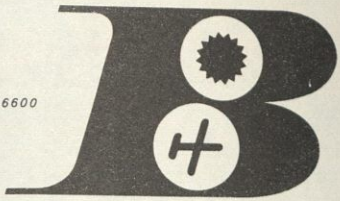
HAPPY HOLIDAYS

IN SUNNY

PALM SPRINGS

DECEMBER 1959

BONANZA AIR LINES • POST OFFICE BOX 391, LAS VEGAS, NEVADA • DUDLEY 4-6600



To the Employees of Bonanza:

With the end of the year 1959 approaching we feel this is an opportune time to express our appreciation to the entire Bonanza family for their combined efforts in making this year successful and productive - in fact, a banner year with the inauguration of the new Silver Darts into service over our system. We are certain you share with us the pride in our fine organization. May 1960 be as rewarding as this year has been.

Our very best wishes to each of you and your family for a most happy holiday season!

Sincerely,

Edmund Converse

Edmund Converse
for your Board of Directors and
Company Officers

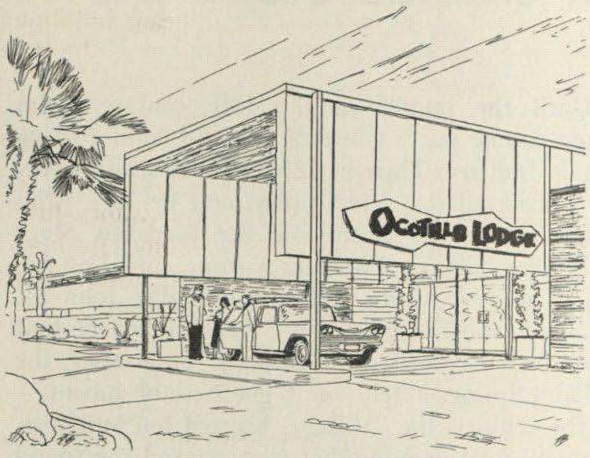
THE PALM SPRINGS STORY

Until the middle of the 19th century, Palm Springs' coterie was a group of peaceful, hard-working Cahuilla Indians. Then in 1853 a government survey party discovered the desert valley, and by 1872 Palm Springs had become a stop on the Bradshaw Stage Coach Line between Prescott, Arizona, and Los Angeles. The first white settler was Judge John G. McCallum who constructed a $60,000 aqueduct that transformed the desert into an oasis. Soon after, the first Palm Springs hotel — a 26 guest establishment — was erected, and by the turn of the century, the "Village" boasted ten buildings. In 1913 Zaddie Bunker, (the famous great grandmother who cracked the sound barrier in a Super Sabre this year), arrived with her husband, Ed, to offer the first garage services to the seventy-five "Villagers". In the ensuing years a school house was built, a newspaper was founded, the railroad came through, and in 1928 the $750,000 El Mirador opened its doors with accommodations for three hundred guests.

Palm Springs—1959—is a casual, charming resort city whose main thoroughfare, Palm Canyon Drive, is lined with stately palms that shade the walks in the daytime and become picturesque lampposts after dark. Along this boulevard are unique specialty shops featuring wares from every corner of the globe and the very latest fashions in apparel. In this community of just less than 13,000 Villagers there are over 2,000 swimming pools, many ingeniously designed, with some actually flowing into the living area as a part of the floor plan.

Known as "The Winter Golf Capital of the World", Palm Springs, with

Photo courtesy Palm Springs Chamber of Commerce.



eleven golf courses and a master plan that provides for six additional, is hosting over thirty tournaments during the 1959-60 season. The International Ryder Cup Matches were held in November, and this month the Third Annual United States Senior Open Golf Championship is being played. The new Palm Springs Desert Golf Classic is scheduled for January, with 120 professionals and 360 amateurs participating in the 72-hole tournament to be played on four courses. But—any day is golf day in Palm Springs. Villagers and visitors, many of them entertainment stars and prominent business executives, can be seen on the greens keeping their games in condition.

Vacationers may choose their holiday residences from a wide selection, ranging in architectural design from early California motif to ultra-modern style. Increasingly popular budget priced package vacations are available at a number of the hotels. A typical package—European plan—offers round trip transportation from the Palm Springs airport to the hotel (where a welcoming cocktail is served) and beautifully appointed suites with custom furnishings which provide settings for perfect relaxation. Guests may enjoy the lavish swimming pools and sun decks, play badminton, tennis or shuffleboard on the hotel grounds, or golf at one of the Palm Springs courses. All of these features, with the additional pleasure of delicious breakfasts and sumptuous dinners in the delightful hotel dining areas, are included in the Modified American Plan. Bonanza Air Lines features package tours at three of Palm Springs' finest hotels, the very modern Ocotillo Lodge, the famous Palm Springs Biltmore and the historic El Mirador. Arrangements are now underway to include several other luxurious hotels in these variety tours.

Evening entertainment is abundant and varied in Palm Springs. Night clubs list top name entertainers in out-

standing floor shows along with dancing to popular bands. Many fine restaurants and sidewalk cafes specialize in exotic dishes that tempt the epicurean, and dining and dancing under the stars is an intriguing pastime. During the season, the Palm Springs Playhouse Guild presents drama, symphony and ballet, starring such world-renowned companies as the Ballet Russe de Monte Carlo and the Los Angeles Philharmonic Orchestra.

A Palm Springs vacation would not be complete without a trip to the surrounding canyons which contain many pleasant surprises for the visitor. Just a mile and a half from the heart of the city is an outstanding phenomenon, here—in the desert—is the beautiful little waterfall of Tahquitz Canyon where desert dwellers may fish for mountain trout in the icy stream!

Andreas Canyon, only four miles from Palm Springs, is rich in Indian lore. Named for "Captain" Andreas of the Cahuilla Indians, the canyon is forested with palms, alders, willows and sycamores. A stream of snow water courses through the woods, fed by a waterfall that is located deep in the canyon among a grove of Washingtonia palms. In this grove, towering over the others, is "La Reina del Canon" (Queen of the Canyon), its slender trunk enigmatically devoid of the brown leaf skirts that clothe other palms. A few miles farther from town is a desert gorge fifteen miles long — Palm Canyon — considered the most famous of the many canyons in the area. Here, too, a cold stream flows. Within Palm Canyon are the magnificent forests of wild palms and pools of warm mineral water — the "Aqua Caliente"—for which the Village is named. Not as well known, but equally as beautiful as the others, is Murray Canyon, one of the largest in the desert valley.

Fern Canyon, displaying lush banks of maidenhair fern through which seeping water creates the musical Dripping Springs—Magnesium Canyon, offering strata of brilliantly hued mineral rocks—Cathedral Canyon, resembling temples of worship—and Snow Creek Canyon, whose icy Falls Creek cascades over a thousand foot precipice to supply water for the Village, are other canyons that reward the hiker with scenes to remember.

Palm Springs, with its superb hotel accommodations and delightful shopping center, its many sports facilities and beautiful canyon sites, its fabulous "after dark" night clubs and restaurants, is one of the most unique desert resorts in which to spend a happy holiday.

Jim

Station Manager Jim Cornell was born twenty-six years ago in the little town of Lone Mound, Texas. After completing his education, he served in the Marines and then enrolled in the California Air College. In October, 1955, after an interview with the SAN station manager, Jim joined Bonanza's San Diego crew. Leaving SAN and wending his way via PHX and CDC, he arrived at PSP on April 20 of this year to assume the duties of Station Manager. Jim and Peggy Cornell live in Cathedral City, not far from Palm Springs. Their two year old son will have the company of a "little stranger" some time in January. Jim says that his work and his family are his real hobbies, but he likes to hunt and fish whenever he can find the time from his busy schedule. When asked what he considers to be the most unusual occurrence since his arrival at Palm Springs, he recalls the weather conditions on this November 3rd—an unheard-of situation, so the Villagers say—ceiling 500 feet obscuration, visibility zero!

Paul Drew is that seldom-found resident of California, a native son, born in Los Angeles. He graduated from Valley College in San Bernardino, where he studied flight operations. These studies aroused an interest in commercial airlines and he enrolled in the California Air College. While attending the school he was interviewed by a Bonanza representative, and in February, 1958 he was Agent Drew of the PSP station. Paul and his lovely wife, Sandra, are expecting their first visit from the stork this month. On days off, they like to hop into the car and tour the countryside from Mexico to Utah. At their home in Thousand Palms, Paul and Sandra dabble in oils, painting still life and abstracts. Sometimes, just for fun, ask Paul to tell you the story about a certain phone call he received one week after his hire!

Paul

STATION CREW

Bonanza's newest employee is John Hardin, another Texas boy who first saw the light of day in 1936. At the age of eleven, John, who had been tinkering with motors since the toddling stage, entered his first jalopy race with a '40 model Ford. At fourteen, he ran his first motorcycle race. Today, he owns a special-order Super-stock 1958 Pontiac and is very proud that its picture appeared in *Hot Rod*. John states that his car clocks at 95 mph in a drag, and 144 mph in a flying mile. After completing his education at Texas Tech and North Texas State, (where he studied architecture and advanced art), and after serving his "hitch" in the Navy, he joined Central Air Lines at Plainview, Texas. There he met a girl called Milbra whose interest in hot rods was as avid as his own, so they decided to form a life partnership. When he isn't racing, John is sketching or painting. He likes to do impressionistics, abstracts and progressives.

John

Harold

Harold Hardy liked Phoenix, and he liked the idea of working for an airline. So he devised a plan, and putting it into operation, he completed a correspondence course with California Air College and then went to see John Hays at Bonanza's PHX station. But there were no openings at the PHX station. John said, "Try LAS-GO", but Harold and his family wanted to live in Phoenix. So, undaunted, he called again on John, and then again—and again—and again! Finally, in November 1957, realizing that John had a point, Harold made a trip to LASGO. When he returned to Phoenix that evening, he had news for his family. They were going to move to Indio! Taking the news in stride, sweet spouse Joanne packed the family treasures, bundled up son and little sister—and the Hardy's were on their way. Now, if you should ask, "Where's home?", they all say, "Palm Springs!".

A BONANZA QUEEN "B"

By MAGGIE KREILING

If perchance one of these cool mornings you should decide to board a Bonanza plane in Phoenix you would stand a good chance of seeing a bubbling blue-eyed shapely bit of femininity in a Bonanza Hostess uniform. She will have a big smile and will be talking a mile a minute. This is Helen Bailey.

Vital statistics show that Helen was born one of three sisters, the daughter of Mr. and Mrs. George R. Bailey. Mr. Bailey is a consulting engineer for real estate in Evanston, Illinois.

From the very beginning, it was quite evident that Helen was a real personality package. During her college days she was so full of pep and had so many interests, including membership in the Gamma Phi Beta, that much of her time was consumed in extra-curricular activities. The Baileys, becoming concerned about keeping their daughter quiet and in routine long enough to graduate from the University of Wisconsin, decided to add an incentive. They promised Helen a trip to Europe as a graduation present.

The summer following her graduation found Helen's little turned-up nose poking into all the corner in many European cities—Something Had Happened—this little pixie had succumbed to the disease known as "Travelitis". Upon her return to the States, Helen's mind was made up. She wanted to travel—and the way she could travel fastest and farthest was by air. There was only one answer, she would become an airline hostess. So tucking her BS degree into a corner of her desk she set forth and enrolled in the McConnell Airline School in Minneapolis. It was there that a Bonanza Talent Scout found her.

Helen has been traveling ever since. She has visited Cuba, Jamaica, Haiti, Hawaii and just recently Mexico City and Acapulco. During her tour with Bonanza she has become a familiar figure on all Bonanza's routes. Helen's file contains an impressive number of passenger commendations. One of the most impressive concerns the day she used all her layover time in Los Angeles to assist two elderly and partially incapacitated ladies, who were not familiar with the International Airport, all the way from Bonanza to Western's ticket office.

Among the celebrities she has had on board—particularly out of Palm Springs—are Alice Faye, Phil Harris, Dana Wynter, Lily Pons and a host of others. If you have a little time she can amuse you with interesting incidents from her flying career. One of her most amusing stories is about the passenger who sat with his knees drawn up under his chin and with a blanket covering him—head and all. The seat belt sign was turned on, and Helen, ever mindful of the safety of her passengers, lifted the blanket to see whether his seat belt was fastened. At this, the passenger sat bolt upright and shouted, "Next time you want something, I wish you would knock!"

BONANZA HOSTS DISPATCHERS' CONVENTION

By KEITH HANSEN

The 17th International Convention of the Airline Dispatchers Association was held recently at the Dunes Hotel in Las Vegas, with Bonanza dispatchers being the host council. Jay Papworth was the Bonanza representative and your reporter served as convention chairman. Some sixty delegates were in attendance, many of them coming from such distant places as Hong Kong, Honolulu, London, Rome and Frankfort.

Mr. Myron Reynolds, Bonanza's Vice-President of Operations, gave the welcoming speech, officially opening the convention. Other speakers were Mr. Clarence Sayen, President of the Airline Pilots; Mr. Plunkett, Manager of Operations Planning, United Airlines, and Mr. Vaky, Director of Airmen's Standards and Training of the Federal Aviation Agency.

Safety and economics in air transportation, as they pertain to dispatching, were the major items discussed during the convention. In 1960 the Airline Dispatchers' Association will convene in New York, and Miami has been selected as the host city for the 1961 meeting.

The BAL dispatchers were particularly appreciative of the assistance received from Bonanza's management during this meeting. With their help the convention was a real success.

Mr. Charles Mapes (right) of Reno and Mr. George Kelly of Phoenix hold the Mapes Gold Cup, before presenting it to Champion Bill Stead, driver of the speedboat, Maverick, owned by W. T. (Bill) Waggoner of Bonanza's Board of Directors. The Mapes Gold Cup Race was one of five races won by Maverick. Marking the first time in hydroplane racing that one boat has captured so many cups in one season, Maverick, with a total of 2125 points, is the 1959 National Points Winner.

INDUSTRY NEWS IN BRIEF

The Air Traffic Conference is launching a plan in which the airlines will obtain agreements with leading hotels, motels and car rental agencies to honor ATC cards for credit purposes. Several hotels have indicated approval . . . UA opened its $145 million terminal building at NYC, becoming the first of the major airlines to leave Idlewild. EA followed suit, and five other carriers are planning similar moves. . . . NE is considering purchase of two F-27s for use on its short haul routes to New England. . . . Robert C. Green has been appointed Deputy Chief of the Technical Assistance Division of the office of International Co-operation of the Federal Aviation Agency. He returns to F.A.A. headquarters from the Afghanistan field office. . . . NY has taken option to buy the first five Vertol Model 107 turbine-powered helicopters. . . . CA has appointed Clifford H. Taylor, formerly assistant director of ground relations, as Cargo Sales Manager. . . . UA is naming its new DC-8's for United executives who have been associated with the DC-8 program, for illustrious figures in aviation and for United Airline captains. Until now, aircraft have usually been named after the cities or states they served. . . . Comments in response to the C.A.B.'s order to show cause on the movement of nonpriority mail by air indicate that many carriers do not consider the proposed rates to be adequate. Some of the carriers believe that the rates should be established on a temporary basis, and others wish assurance that the proposed rates will apply on a true space-available basis. . . . Louis a Person, BN Director of Traffic, has been elected Chairman of the I.A.T.A. Traffic Conference I, which considers fares and rates in the Western Hemisphere. . . . WA has initiated its first complete technical training program. It will include training in ticketing, check-in, baggage checking, special services, airport services, ramp procedures, telephone techniques and mail, express and freight handling. . . . Charles Mathews, System Purchasing Agent, BN, has been named Chairman of the Purchasing Agents' Committee of A.T.A. The committee is responsible for standardizing purchasing procedures in the aviation industry. . . . MO began service to IDL from eleven upstate cities on December 1st, marking the first time that a local carrier has served the IDL terminal. . . . Hamilton Heard, Vice-President Administration, NE, was elected President of the Airline Finance and Accounting Conference at the annual meeting in PHX. The A.F.A.C. is a division of the Air Transport Association and is composed of financial officers of the scheduled airlines. . . . The new terminal building at New Orlean's Moisant International Airport was dedicated on November 11. . . . Senator A. S. "Mike" Monroney predicts that the next session of Congress will very likely approve legislation for an "F.H.A. type of loan" for the purchase of cargo planes by the airlines. . . . OZ has appointed Joseph H. Fitzgerald as President. Fitzgerald succeeds Laddie H. Hamilton who resigned because of ill health. The new President was formerly with the C.A.B. as Director of the Bureau of Air Operations before he joined OZ in June 1958. . . . LC has been recommended by C.A.B. Examiner Barren Fredricks to serve sixteen cities in the states of Michigan, Indiana, Ohio, West Virginia, Maryland and the District of Columbia.

While in Copenhagen, Denmark, touring Bonanza employees Sarah Selin (left) and Pearl Grigsby, with their husbands Ellis and Earl, were photographed by an SAS cameraman as they visited Raadhuspladsen (City Hall Square) off Hans Christian Anderson Boulevard. In the background is Copanhagen's majestic city hall.

ASTA CONVENTION REPORT

By SALLY SELLE

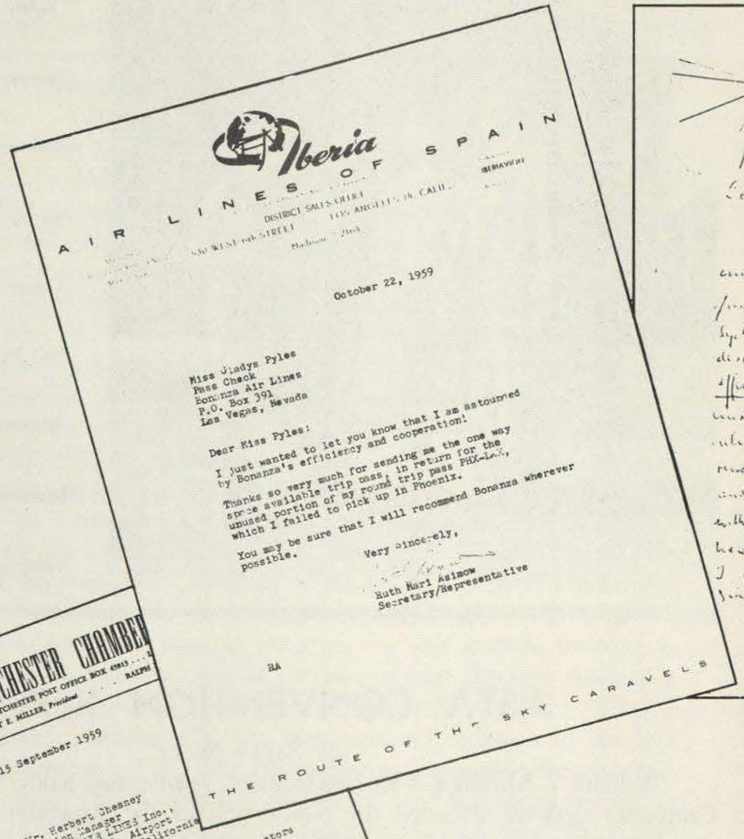
William J. Mitchell, Vice-President of Traffic and Sales, and Director Roger Converse, recently attended the convention of the American Society of Travel Agents held in Havana, Cuba. Mitchell served as a member of a four man panel for the Air Line Forum, comprised of one representative from each of the major airline groups, i.e., International, Trunk, Regional and Local Service. This forum was attended by approximately 1,400 delegates.

At the conference, Bonanza Air Lines went on record to petition the Air Traffic Conference to pay commission on Air Travel Cards, and a ten percent commission to travel agents selling Charter Flights, when sold in conjunction with a package tour.

Despite the current revolution in Havana, Mitchell said there were no outward indications of governmental strife, and the activities of tourists were not hampered. One of the highlights of the session was the introduction and welcoming speech made by Fidel Castro. At the reception in the evening, Castro and the President of Cuba were present.

Mitchell stated further, that this ASTA Conference was one of real international flavor and he deemed it a privilege to have been selected as a member of the panel, representing the local service carriers and Bonanza at the convention.

LETTERS:



Iberia
AIR LINES OF SPAIN

DISTRICT SALES OFFICE
LOS ANGELES 14, CALIF.

October 22, 1959

Miss Gladys Pyles
Pass Check
Bonanza Air Lines
P.O. Box 391
Las Vegas, Nevada

Dear Miss Pyles:

I just wanted to let you know that I am astounded by Bonanza's efficiency and cooperation!

Thanks so very much for sending me the one way space available trip pass in return for the unused portion of my round trip pass PHX-LAX, which I failed to pick up in Phoenix.

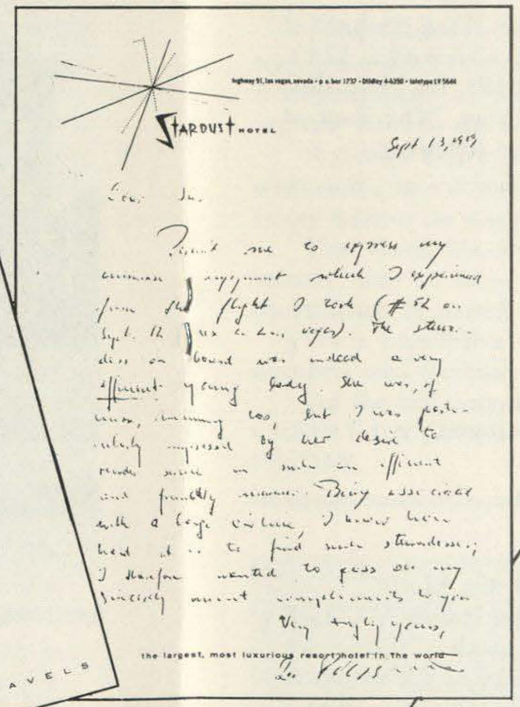
You may be sure that I will recommend Bonanza wherever possible.

Very sincerely,

Ruth Mari Aslmow
Secretary/Representative

RA

THE ROUTE OF THE SKY CARAVELS



STARDUST HOTEL

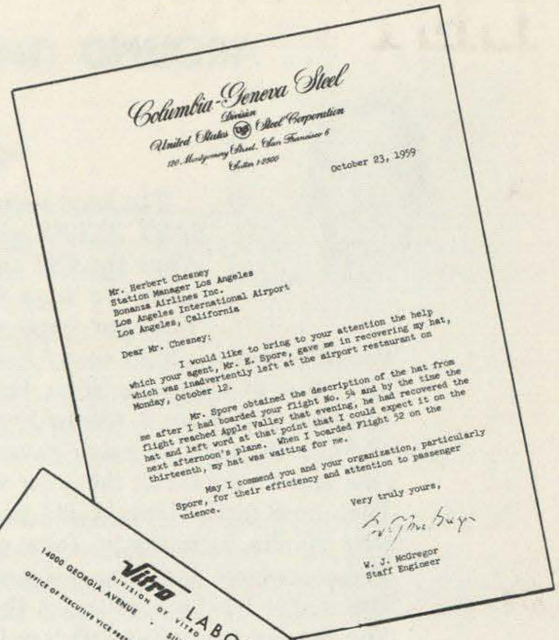
Sept 13, 1959

Dear Jo,

Permit me to express my enormous enjoyment which I experienced from the flight I took (#52 on Sept. 11 Bonanza Las Vegas). The stewardess on board was indeed a very efficient young lady. She was, of course, charming too, but I was particularly impressed by her desire to render service in such an efficient and friendly manner. Being associated with a large airline, I know how hard it is to find such stewardesses. I therefore wanted to pass on my sincerely meant compliments to you.

Very truly yours,

the largest, most luxurious resort hotel in the world



Columbia-Geneva Steel
Division
United States Steel Corporation
120 Montgomery Street, San Francisco 6
Exbrook 2-2000

October 23, 1959

Mr. Herbert Chesney
Station Manager Los Angeles
Bonanza Airlines Inc.
Los Angeles International Airport
Los Angeles, California

Dear Mr. Chesney:

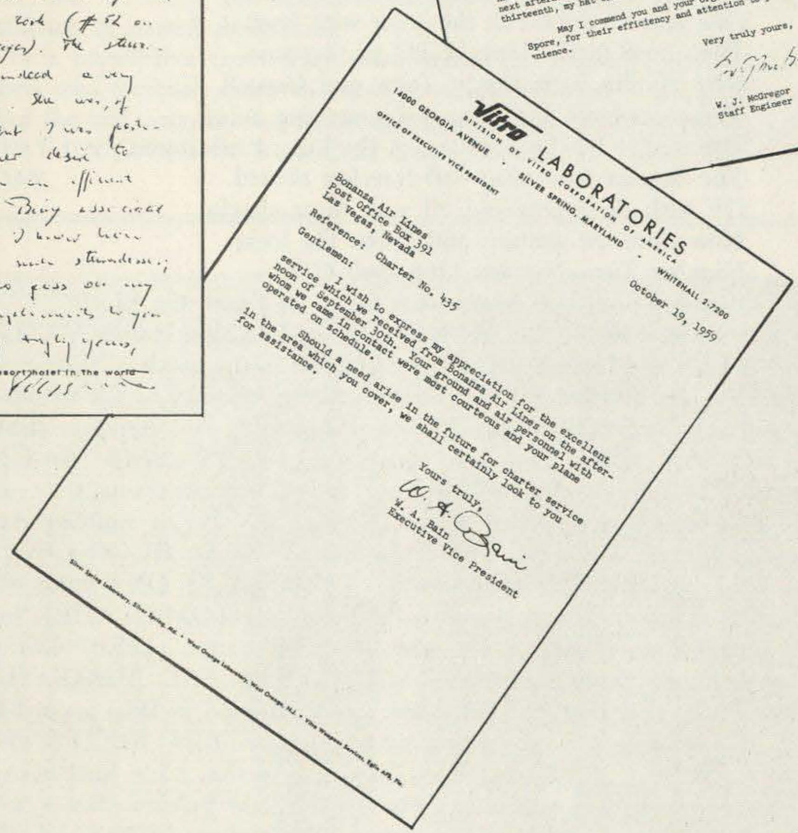
I would like to bring to your attention the help which your agent, Mr. E. Spore, gave me in recovering my hat, which was inadvertently left at the airport restaurant on Monday, October 12.

Mr. Spore obtained the description of the hat from me after I had boarded your flight No. 54 and by the time the flight reached Apple Valley that evening, he had recovered the hat and left word at that point that I could expect it on the next afternoon's plane. When I boarded Flight 52 on the thirteenth, my hat was waiting for me.

May I commend you and your organization, particularly Spore, for their efficiency and attention to passenger vinence.

Very truly yours,

W. J. McGregor
Staff Engineer



Vitro
DIVISION OF VITRO CORPORATION OF AMERICA
LABORATORIES
14000 GEORGIA AVENUE - SILVER SPRING, MARYLAND
OFFICE OF EXECUTIVE VICE PRESIDENT

WHITEHALL 2-7200

October 19, 1959

Bonanza Air Lines
Post Office Box 391
Las Vegas, Nevada

References: Charter No. 435

Gentlemen:

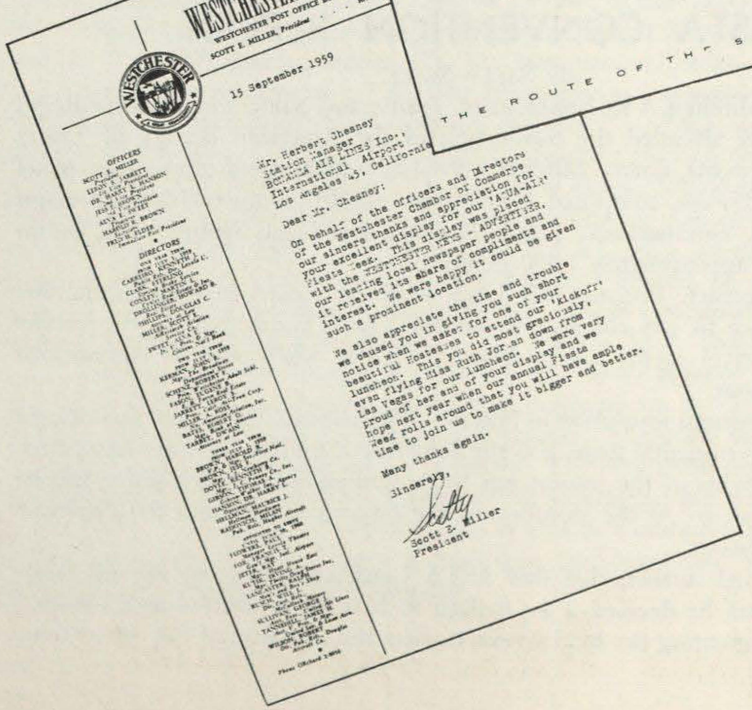
I wish to express my appreciation for the excellent service which we received from Bonanza Air Lines on the afternoon of September 30th. Your ground and air personnel with whom we came in contact were most courteous and your plane operated on schedule.

Should a need arise in the future for charter service in the area which you cover, we shall certainly look to you for assistance.

Yours truly,

W. A. Bain
Executive Vice President

Vitro Laboratories, Silver Spring, Md. • West Orange Laboratories, West Orange, N.J. • Vitro Chemicals Institute, Apalachin, N.Y.



WESTCHESTER CHAMBER

WESTCHESTER POST OFFICE BOX 4943
SCOTT E. MILLER, President

15 September 1959

Mr. Herbert Chesney
Station Manager
Bonanza Air Lines
International Airport
Los Angeles 45, California

Dear Mr. Chesney:

On behalf of the Officers and Directors of the Westchester Chamber of Commerce I wish to express our appreciation for our sincerely thanks and appreciation for our excellent display which was placed in the lobby of the Airport Hilton. This display was a beautiful one, and we were happy with the cooperation we received from the Los Angeles local newspaper people and television stations. Advertising, it received its share of compliments and interest. We were happy it could be given such a prominent location.

We also appreciate the time and trouble you gave us in giving you such short notice when we asked for one of your beautiful hostesses to attend our luncheon. This you did most graciously, even flying this lady down from Las Vegas for our luncheon. We were very proud of her and of your display and we hope next year when our annual Fiesta rolls around that you will have ample time to join us to make it bigger and better.

Many thanks again.

Sincerely,

Scott E. Miller
President

OFFICERS
SCOTT E. MILLER
HON. ROBERT WAGNER
HON. ROBERT MORGENTHAU
HON. JOHN V. LINDSAY
ALFRED E. DEWEY
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JOHN MCMANUS
JOHN MCNAMARA
JOHN MCNULTY
JOHN MCSHANE
JOHN MCSWEENEY
JOHN MCVEIGH
JOHN MCWILLIAMS
JOHN MCWILLIAMS
JOHN MCWILLIAMS

AROUND THE "B"

By GEORGE *Schleifer*

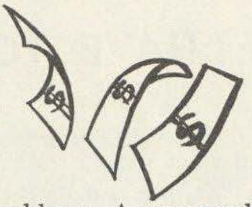
The latest from JESSIE LAW IPL is the birth of BABY BYERS who checked in at 6 pounds 12 oz. When the PSP crew arrived at IPL for Silver Dart instruction from Bob Nance, Jesse, "The Bard of IPL", was inspired to write the following:

Welcome fellows, from sunny Palm Springs,
My job is to teach you Silver Dart things.
To chock it and pin it, this first you must know,
Then to the door to watch passengers flow.
One man at the GPU, the other with hose,
Then hose to the tanks, GPU to the nose.
Now Hardin, now Hardy, Drew and Cornell,
The procedures just done will soon ring a bell.
The weight has been balanced, the luggage all stored,
The engines now ready—all travelers aboard.
Off with those pins and off with those chocks,
Now close the airstairs and fasten the locks.
Number Two—Number One—pull GPU—
A salute from Bob Nance—the ship's off t'ward the Blue!

LAX's new agent is ROBERT TRENTMAN. . . . LAS loses Hostess VANGIE CASILLAS to LAX and Hostess SHARON HIGBEE to the bonds of matrimony. . . . LIZ ELLINGHAM (Systems Res. Supvr.) bids us good-by as she resigns to become a full-time homemaker. 'Bye Liz, we'll miss you. . . . Reporter JESUS MONTALVO SAN advises that new agent JOE PRATS arrived "tired but willing" from Kent, Ohio, and is now engrossed in BAL station manuals. . . . ED PERKINS LAS-Maint. reports that RUSS ADAMI (Stores) is studying Aero-Engineering at Nevada Southern. The hangar crews welcome HUGO CINA to Stores and BILL MORRISSEY to Maint. . . . LeROY HALL ONT sends word that the runway extension is now complete, also new hire TOM GLAZIER from Weaver Airline School is getting into the swing of things. (LeRoy does his ticketing at LAX now, having transferred in November) . . . E. BURKS, YUM news sleuth, reveals that JIM PETERS, who has transferred to IPL, popped the question to Ann Vivant of YUM—date is set for January. BILL REED is YUM new part-time agent. . . . Bob Czerny RSM/SLC tells us that LYN MARSHALL SLC/CTO and husband Jim were featured in the Salt Lake Tribune—the occasion —both are artists in eggshell mosaics. . . . And we hear from KEN SANFORD SNA (who, we are sorry to announce, is leaving BAL to make his home in the East) that the new F.A.A. tower is in operation. In preparation for Silver Dart service into their stations, RAL/ONT personnel studied Silver Dart procedures under the SNA crew. . . . JEAN KEIM LAS-RES announces that there are two additions to the RES staff, EDNA CAREY and MARTHA OSBORNE. . . . SGU's BUDDY HART proclaims the arrival of his progeny—wee William. . . .

(Continued on Page *16*)

HAVE MONEY — WILL LOAN



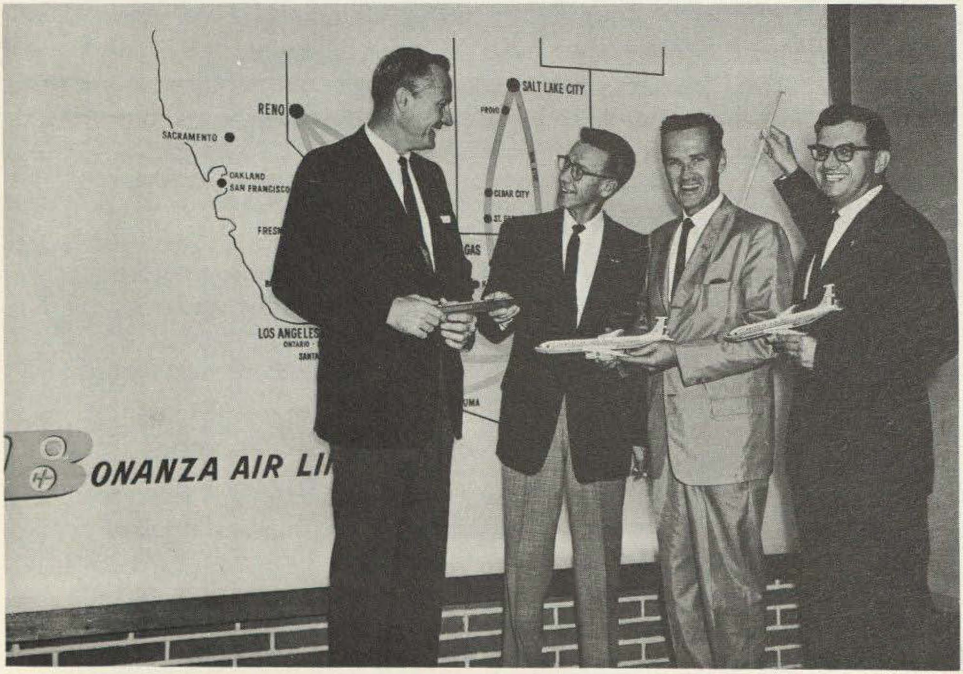
Money problems? There are many ways to solve such problems. A very good way is through the Employee's Credit Union. And eligibility is not limited to BAL employees! If you are the wife, husband, son or daughter of an employee you may share in the benefits of B.F.C.U.

A Credit Union account automatically includes life insurance, so that any outstanding loan is completely cancelled upon death or total disability, your beneficiary receives an amount double the savings account.

Your Credit Union is available to help you save or borrow, offering reasonable interest rates on loans and favorable dividends on savings—and you have the convenience of payroll deductions.

For a twenty-five cent (25c) membership fee, you, too, can join the 375 members who presently enjoy the benefits offered by YOUR Credit Union.

For the full story, contact Sabre Carpenter, Personnel Department, LASGO. CREDIT UNION HOURS . . . 12:45 P.M. — 4:45 P.M. . . . MONDAY THRU FRIDAY.



"THANK YOU" FOR THE INTERLINE BUSINESS . . . AA's PHX based District Sales Manager Milt Atkinson and Reservations Supervisor George Humphries recently visited Bonanza's General Offices. Milt is shown presenting Bob Henry with the "Golden Rule" while George, always appreciative of a good back-scratching, reciprocates in kind for G.S.M. Larry Decker.

HAVE YOU MET OUR PHX FAMILY?

By Maggie Kreiling

If you haven't, we invite all of you to come to Phoenix . . . "pull up a chair and sit a spell".

At one end of the ramp we have our go-go-go-Station Manager John Hays and his crew of alert, courteous and good-looking agents. Also, in and out of the crew room is a continuous flow of shiny, sunny, shapely dolls in blue, intermingling with "men of distinction"—also in blue, our hostesses and pilots.

If we shift the scene to the other end of the building, we open the door marked with the big "B" and find sparkling-eyed Secretary Elaine Blake. In the same room, seated behind her pride and joy—her new blond desk—is me, Division Chief Hostess Maggie Kreiling—who insists that the song "Mac The Knife" says "now that Maggie's back in town".

As we glance through the open door into the adjoining office we find two prime examples of that dashing picture of Airline Pilots—Division Chief Pilot John Boyle and his able assistant, Bob Manning. Directly off their office is a new addition that is a testimonial to the expansion of Bonanza Air Lines. It's the new Hostess Training Room. Presiding over the classroom is pretty dark-haired Training Hostess Beverly Howard. Opposite her is that traveling man, Assistant Superintendent of Stations, Tom Magness.

Last, but not least, those indispensable men who keep Bonanza in the air—genial Bob Semones and his crew of mechanics. Across the field, in a spotless building all their own, is Bonanza's instrument shop, under the direction of dapper Joe Smith.

This pretty well covers our Phoenix family. The door stands open—y'all come.

BONANZA OFFICIAL NAMED VICE PRESIDENT OF AIR TRAFFIC CONFERENCE

William J. Mitchell, vice president of traffic and sales, Bonanza Air Lines, was named first vice president of the Air Traffic Conference of America at a meeting held recently in Seattle, according to Robert Henry, executive vice president of Bonanza. Mr. Mitchell was second vice president of ATC in 1958.

The ATC is comprised of the traffic officers of all scheduled air carriers, and functions as the agency of the Air Transport Association of America for the regulation of the traffic, sales and advertising policies in the industry.

Mitchell has been with Bonanza for five years and prior to that was associated with an eastern airline for thirteen years.

Mitchell was also renamed to the Market and Development Advisory Committee and Travel Agency Policy Committee.

SECOND ANNUAL

World Airlines Employees Christmas Party

HOTEL SAHARA

DECEMBER 2 – 6 1959

LAS VEGAS, NEVADA

COCKTAIL PARTIES
EVERY NIGHT 6 to 7 P.M.

WEDNESDAY sponsored by Trans World Airlines
THURSDAY sponsored by United Air Lines
FRIDAY sponsored by Weibel Wines
SATURDAY sponsored by Western Air Lines
SUNDAY sponsored by Bonanza Air Lines

A SURPRISE VISIT FROM SANTA CLAUS

SPECIAL RATES
DEC. 2 - 6
$5 SINGLE **$8** DOUBLE
REGISTRATION FEE
$2 per person

FRIDAY
COMPLIMENTARY DINNER SHOW
STARRING **KAY STARR**
COMPLIMENTS OF HOTEL SAHARA

CHAMPAGNE PARTY 6 to 7 P.M.
Sponsored by WEIBEL WINES

SPECIAL EVENTS
• DAILY TOURS TO BOULDER DAM
PLUS COURTESY CAB RIDES
as guests of AVIS-TANNER

• **COMPLIMENTARY GOLF / Municipal Golf Course**
Sponsored by PACIFIC AIR LINES
• **COMPLIMENTARY BOWLING**
Courtesy SHOWBOAT LANES

HOTEL
SAHARA
LAS VEGAS, NEVADA

FOR RESERVATIONS Contact Herb McDonald

AROUND THE B (Continued)

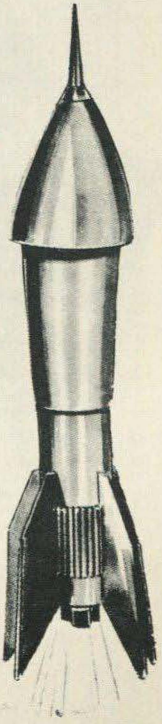
MABEL BRUNI (LAS ACCTG) reports that former BAL employee NANCY TINKER is back at ticket auditing after being away for over a year. JANE EFNOR has joined the accounting staff replacing GEMMA McKERNEY who resigned to move to Reading, Pa. NOVA HIGGINS is Rev-Acctg's new Asst. Supervisor, and WALT BROWN is proudly showing snapshots of tiny new Jennifer Ann. . . . EARL DIFFENBAUGH says the TPH townfolk turned out in numbers to see the Air France Boeing 707 from Seattle use the runways to check out a crew. . . . Down PHX way hostess ANN HANCOCK has left the flight line to walk down the aisle. The PHX Instrument Shop welcomes S. SHIRKEY to the BAL family and PHX-MAINT. is pleased to have former LAS based RALPH ABBOTT and LEON DICK.

GIFT IDEA!

MISSILE BANK

that shoots coins UP!

A *Fun Way* To Learn The Value of Thrift!



Just $2.00 each

Order Yours Now From

Credit Union Treasurer Sabra Carpenter

F. Y. I.

(This month, Bonanza's Director of Research and Development, Earl Jochim, is the guest writer for F.Y.I. Jan Thomas will return in the January issue.)

With the increasing complexity of modern living, the need for a well-rounded education becomes more and more apparent. Each job requires greater and more varied skills than ever before, and our social lives demand a better understanding of the people with whom we are associated. The day of brutal frankness is behind us and empathy is the key to harmonious living in today's world. Being aware of this, many are enrolling in classes for self-improvement. Recognizing this desire of many of its employees, the Bonanza Educational Assistance Program has included the Dale Carnegie Course on the list of accredited courses. For equally as important as the multitude of technical skills required in the daily operation of Bonanza Air Lines is the ability to "Win Friends and Influence People".

The late Dale Carnegie, author of several books, including the best known, "How to Win Friends and Influence People", started teaching his course about 46 years ago, and it has been growing in popularity ever since. Some of the largest corporations in the United States recommend that all of their executives participate in the Dale Carnegie program. General Motors, for example, is numbered among these. The entire program consists of 14 evening sessions of about three and one-half hours each. Every session is lively and interesting, and not without a few laughs. The teaching methods insure that no student is ever criticized or embarrassed, no matter what mistakes are made. Bonanza is well represented in the classes, having men and women in all positions, including vice-presidents and station agents, enrolled in the course.

Under the Bonanza Educational Assistance Program, every full-time employee is eligible to participate in accredited educational programs available in his own community, or through recognized Home-Study courses. Reimbursement by the company, under this program is based on an incentive plan. Before enrolling, employees should contact the Personnel Department for course approval.

THE BIG "B"

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Maggie Kreiling

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Other Photographs as Credited

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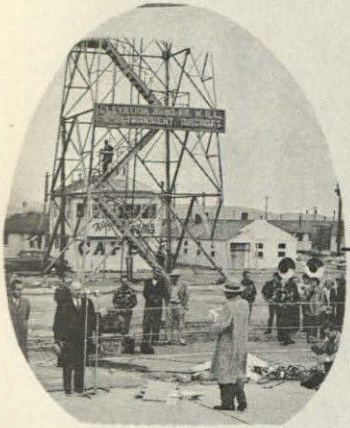
DECEMBER 15, 1949

Bonanza's President, Edmund Converse, accepts Reno's gifts for delivery to Arizona cities from Nancy Hecker. Governor Vail Pittman is in the background.

Enplaning passenger, Clyde Marty, presents Mr. Converse with Tonopah's gifts for Arizona.

At Las Vegas, Senator Pat McCarren congratulates Bonanza.

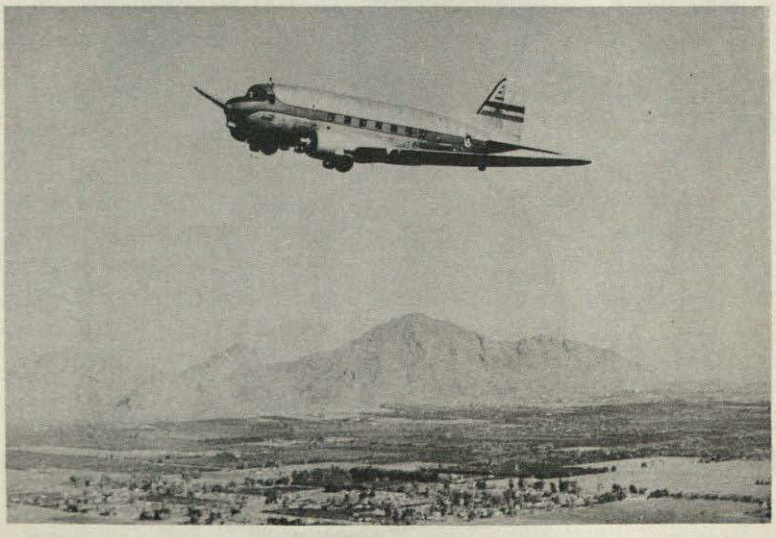
INAUGURAL INTERSTATE FLIGHT



After presenting Nevada gifts to Kingman, Governor Pittman speaks.

Deplaning at Prescott while the band plays "Winter Wonderland".

Last leg of the journey—Phoenix just ahead—and Bonanza's Inter-state Service is an actuality!



Bonanza Buzzing Bees

Employees' Annual Party ! !

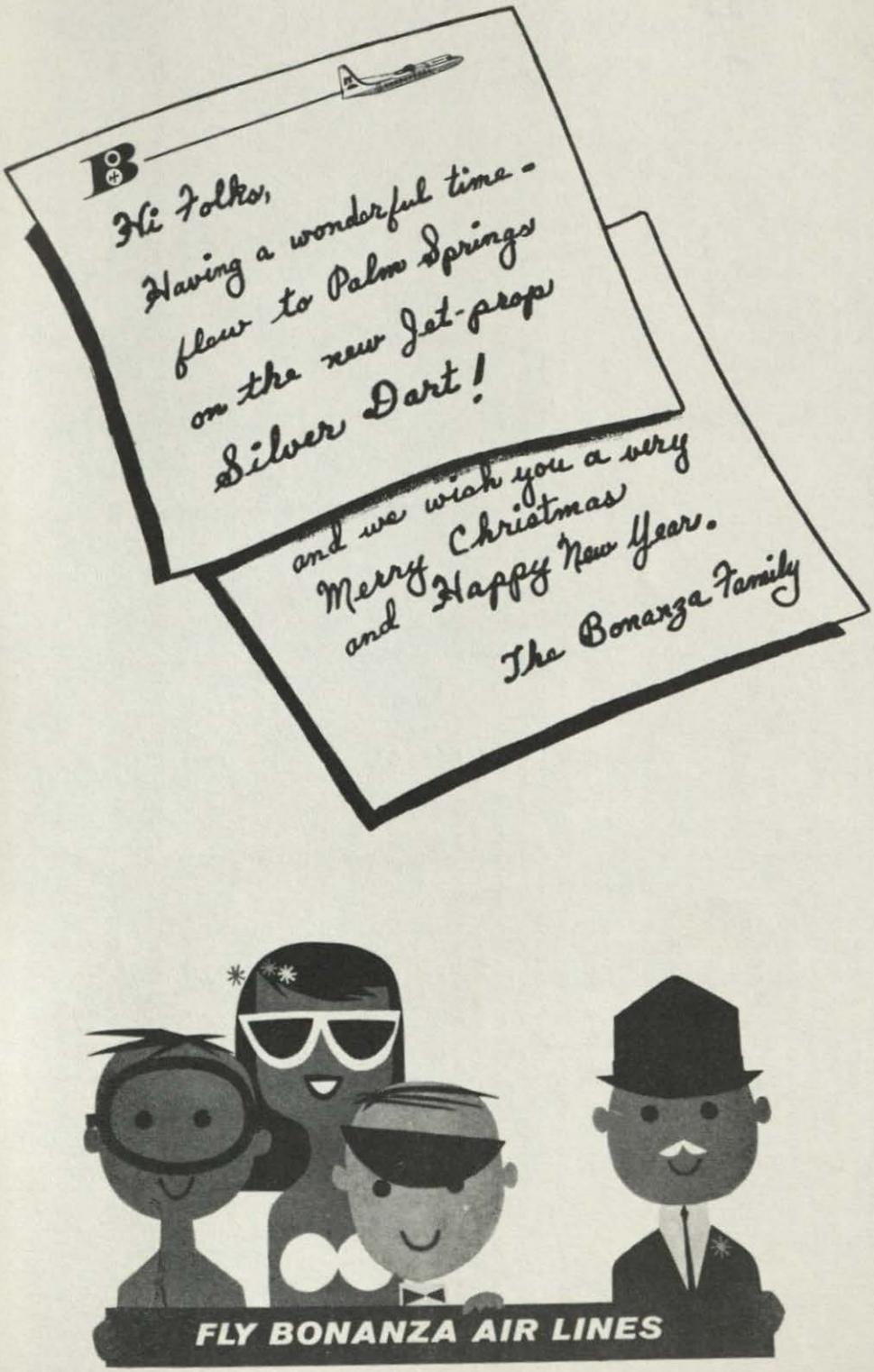
Saturday December 19th

8:30 PM Til 1:00 AM

Gold Room—Convention Center

$2. 00 Per Person

Fun and Festivities!


Hi Folks,
Having a wonderful time -
flew to Palm Springs
on the new Jet-prop
Silver Dart!
and we wish you a very
Merry Christmas
and Happy New Year.
The Bonanza Family
FLY BONANZA AIR LINES

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★ CHARTER with BONANZA

★ IDEAL for GROUP TRAVEL

★ GO WHERE AND WHEN you choose

★ ON MODERN EQUIPMENT maintained by licensed personnel

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